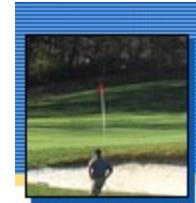
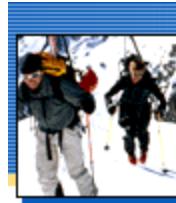


# U.S. Army 2005 MWR Leisure Needs Survey



Fort Irwin  
California

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Fort Irwin

## □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## □ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ **NEXT STEPS**

# PROJECT OVERVIEW

Fort Irwin

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

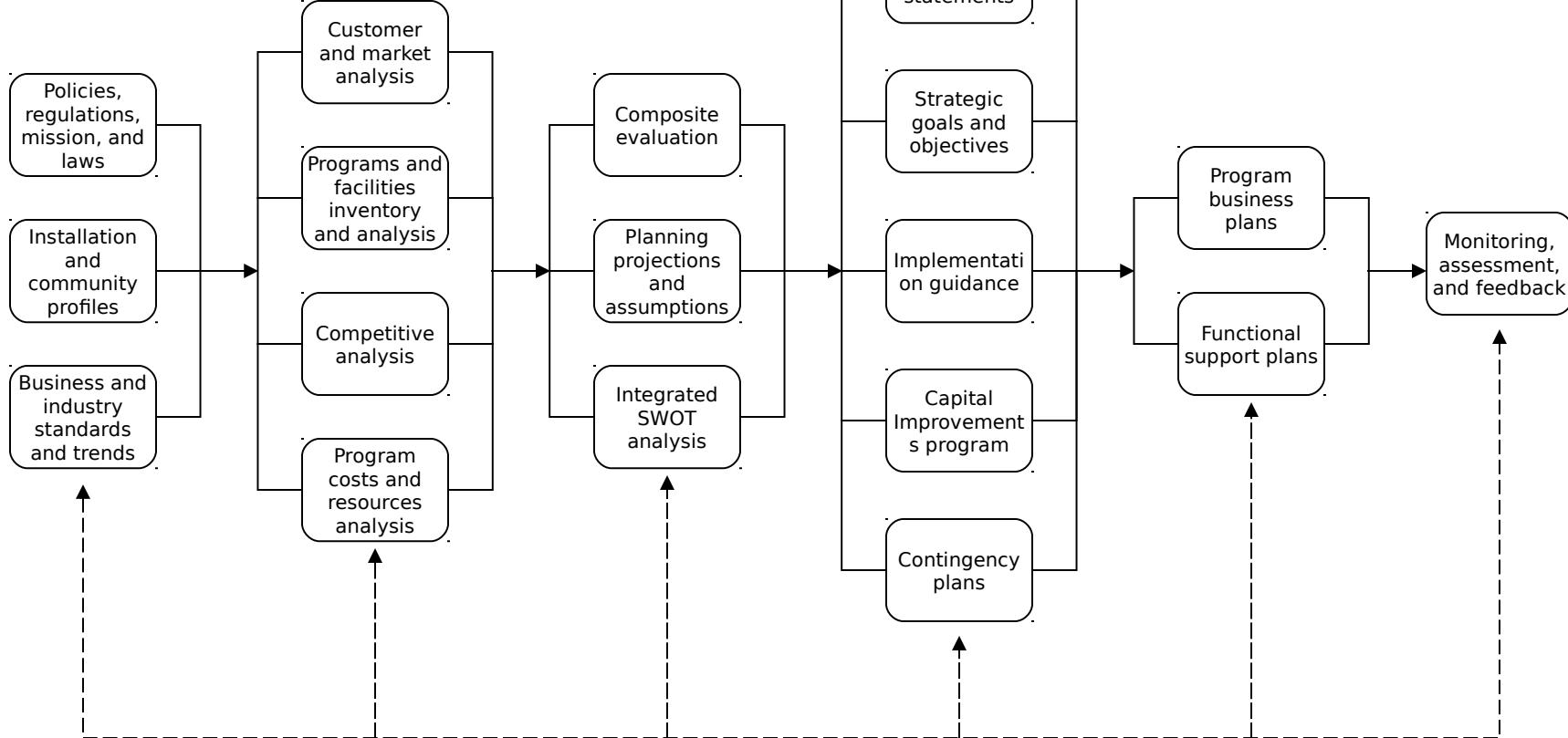
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

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# METHODOLOGY

Fort Irwin

## □ PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 3,439 surveys were distributed at Fort Irwin



## □ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

Fort Irwin

## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

Fort Irwin

## □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Irwin:					
Active Duty	5,342	1,194	290	24.29%	±5.60%
Spouses of Active Duty	1,946	1,321	177	13.40%	±7.02%
Civilian Employees	3,565	892	58	6.50%	±12.76%
Retirees	36	32	16	50%	±18.26%
<b>Total</b>	<b>10,889</b>	<b>3,439</b>	<b>541</b>	<b>15.73%</b>	<b>±4.11%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

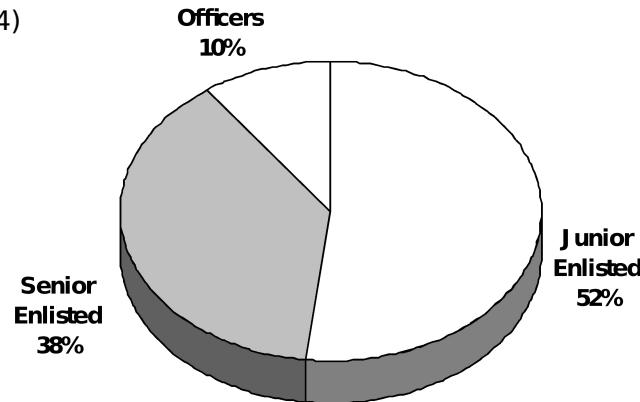
# PATRON SAMPLE\*

Fort Irwin

## RESPONDENT POPULATION SEGMENTS

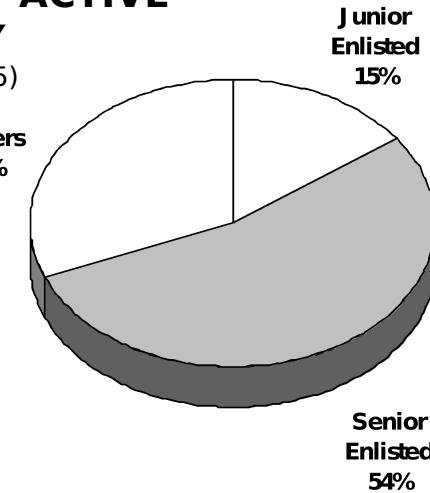
### ACTIVE DUTY

(n = 264)



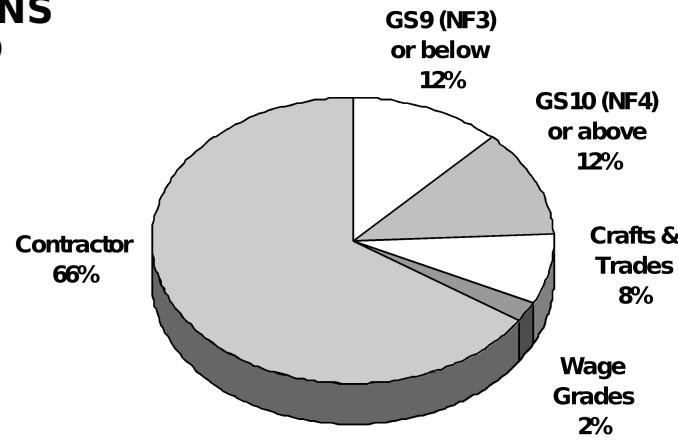
### SPOUSES OF ACTIVE DUTY

(n = 155)



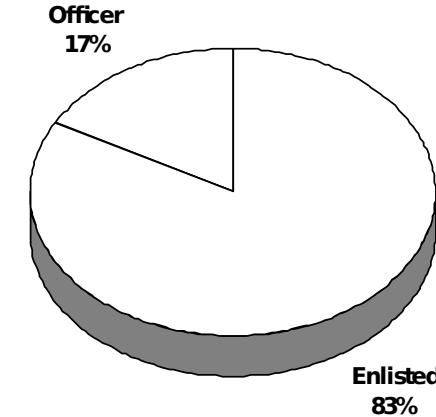
### CIVILIANS

(n = 49)



### RETIREEs

(n = 6)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort Irwin

## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT FORT IRWIN

Fort Irwin

## MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	52%
Fitness Center/Gymnasium	48%
Car Wash	48%
Bowling Center	44%
Swimming Pool	39%

## LEAST FREQUENTLY USED FACILITIES

BOSS	8%
Multipurpose Sports/Tennis Courts	13%
Youth Center	14%
School Age Services	16%
Arts & Crafts Center	17%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT IRWIN\*

Fort Irwin

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Fitness Center/Gymnasium	4.06
Automotive Skills	4.04
School Age Services	3.95
Swimming Pool	3.86
Youth Center	3.86

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Army Lodging	2.68
BOSS	3.31
Multipurpose Sports/Tennis Courts	3.40
Car Wash	3.41
Athletic Fields	3.51

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT IRWIN\*

Fort Irwin

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Fitness Center/Gymnasium	3.89
School Age Services	3.89
Automotive Skills	3.76
Child Development Center	3.75
Library	3.74

## FACILITIES WITH LOWEST QUALITY RATINGS\*

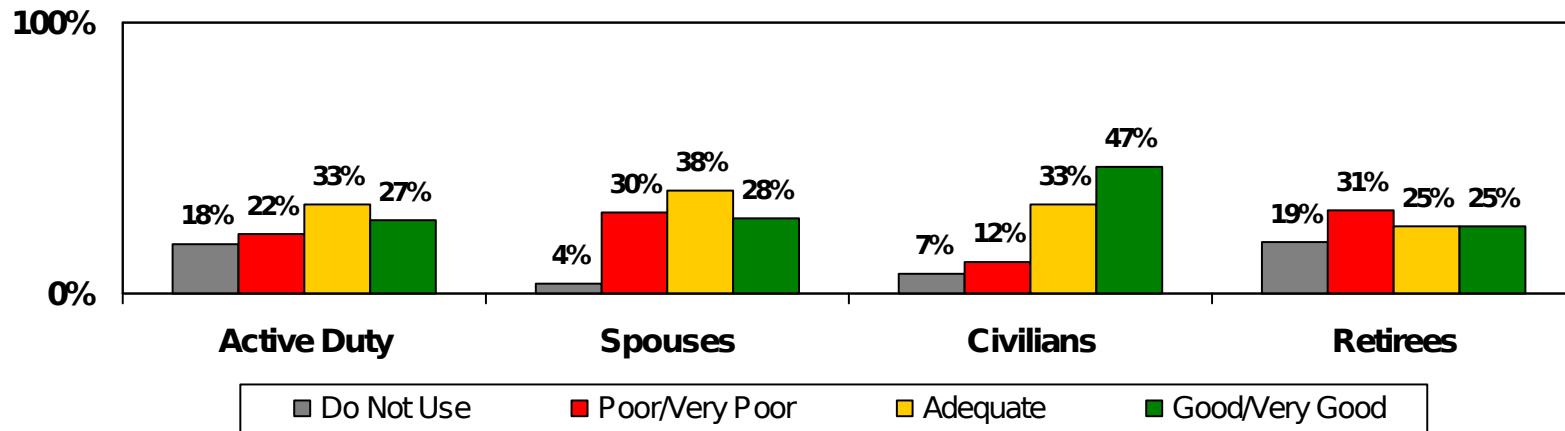
Army Lodging	3.11
Car Wash	3.27
Multipurpose Sports/Tennis Courts	3.29
BOSS	3.30
Arts & Crafts Center	3.44

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

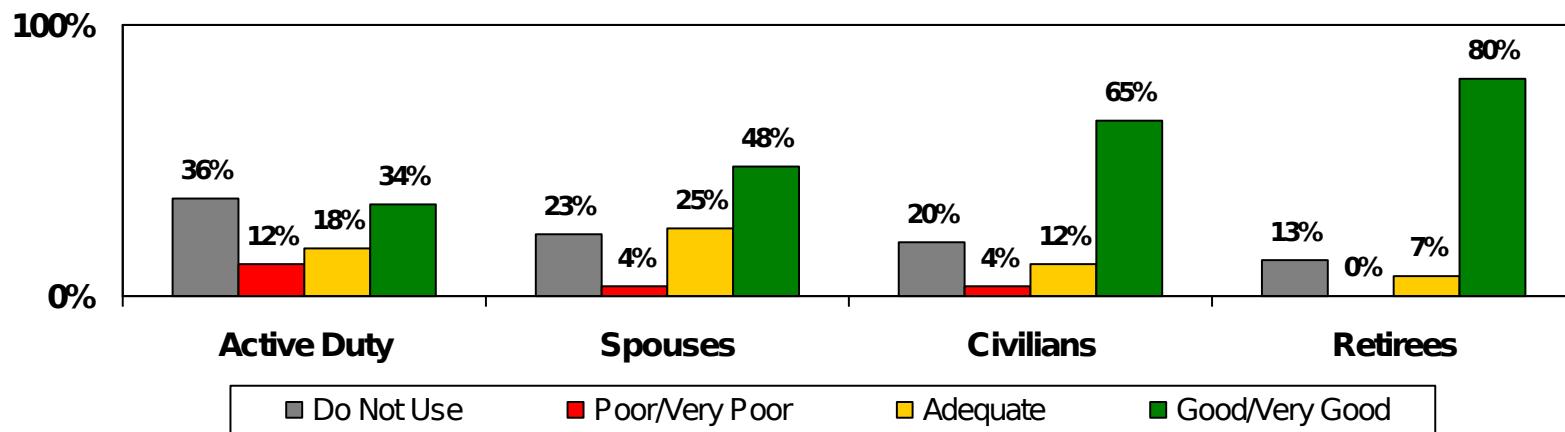
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Irwin

## Quality of On-Post Services



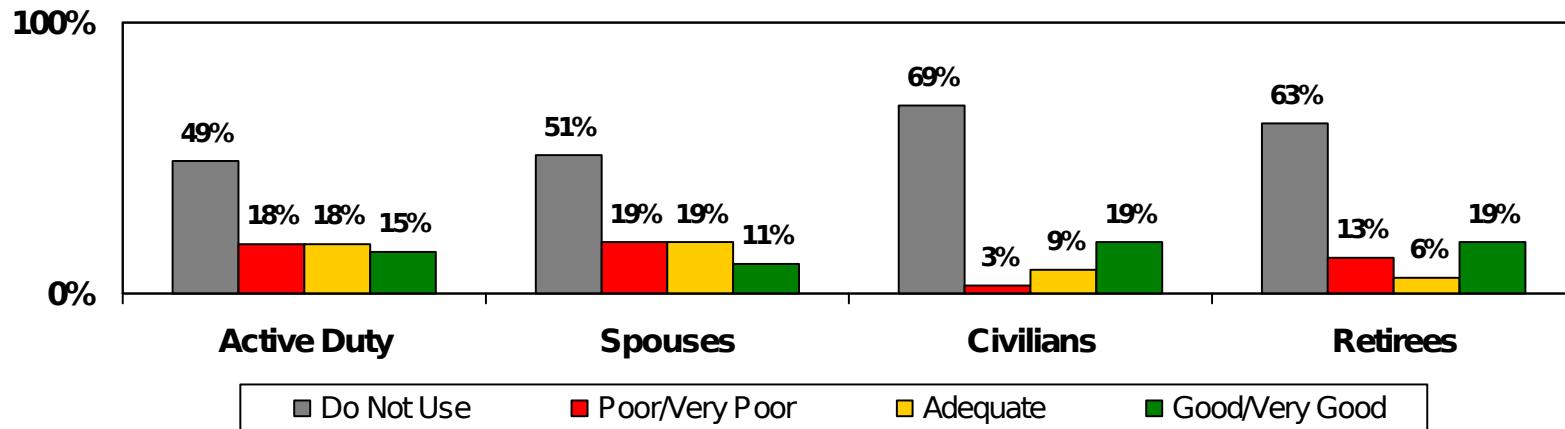
## Quality of Off-Post Services



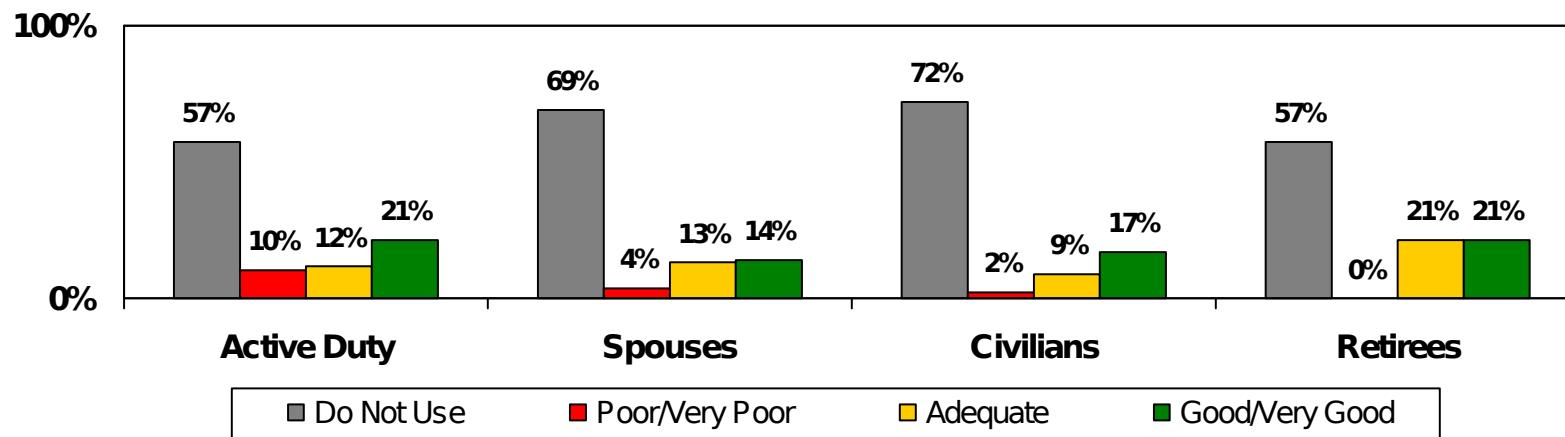
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Irwin

## Quality of On-Post Services



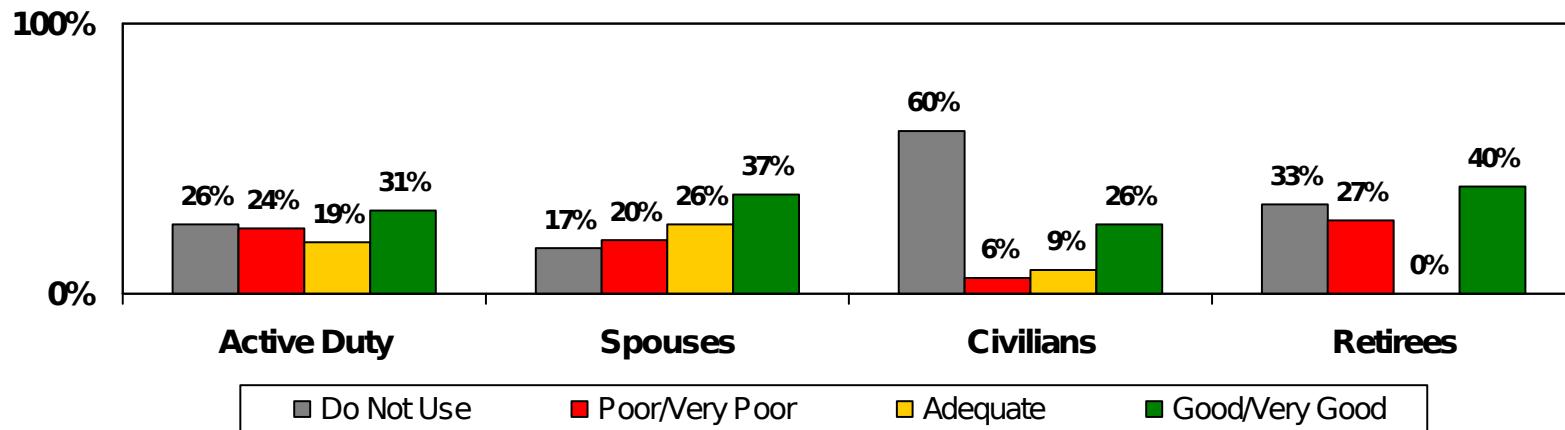
## Quality of Off-Post Services



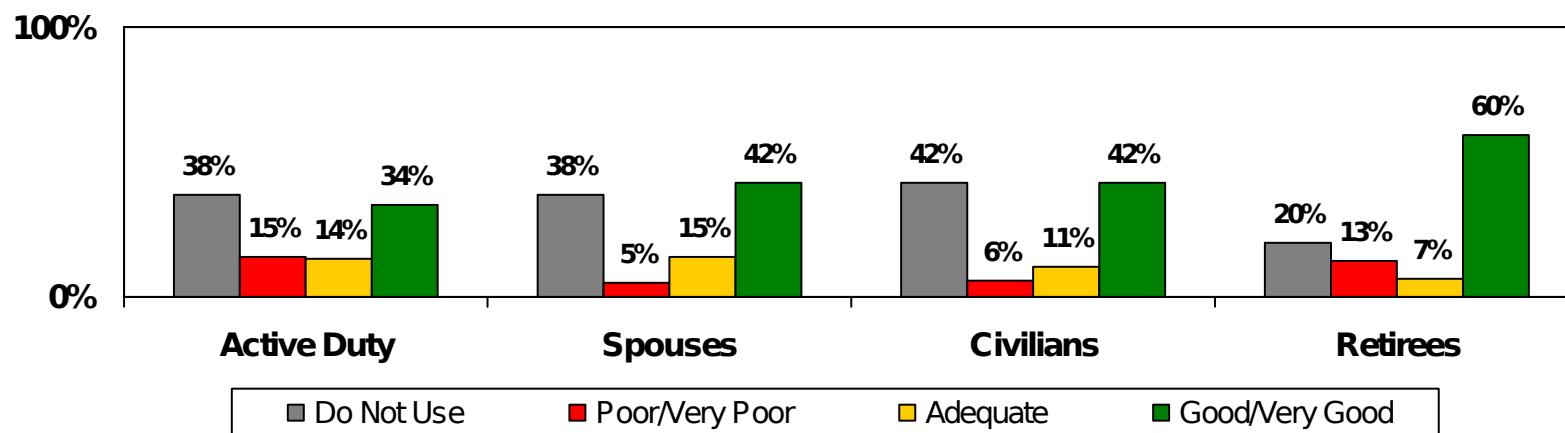
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Irwin

## Quality of On-Post Services

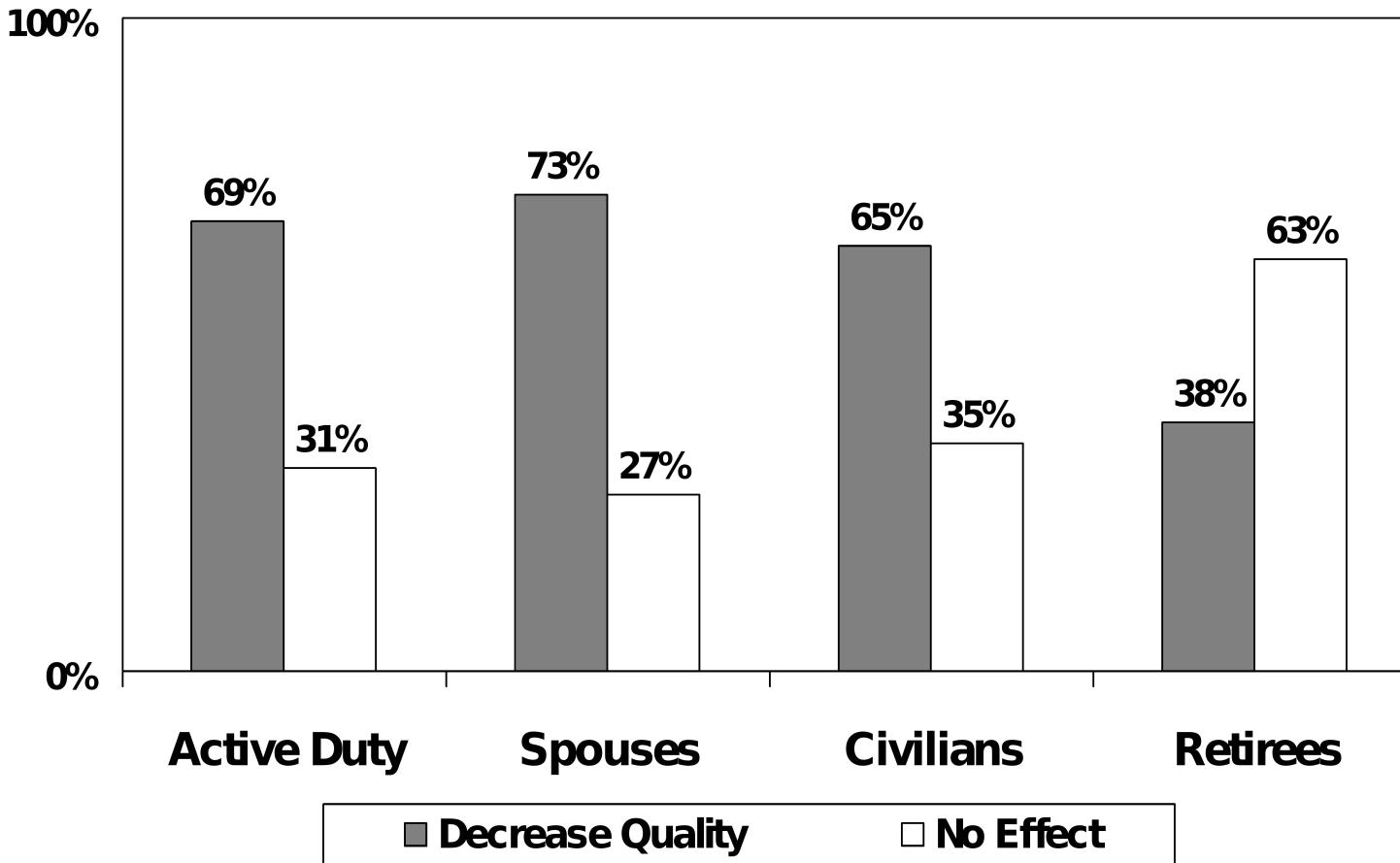


## Quality of Off-Post Services



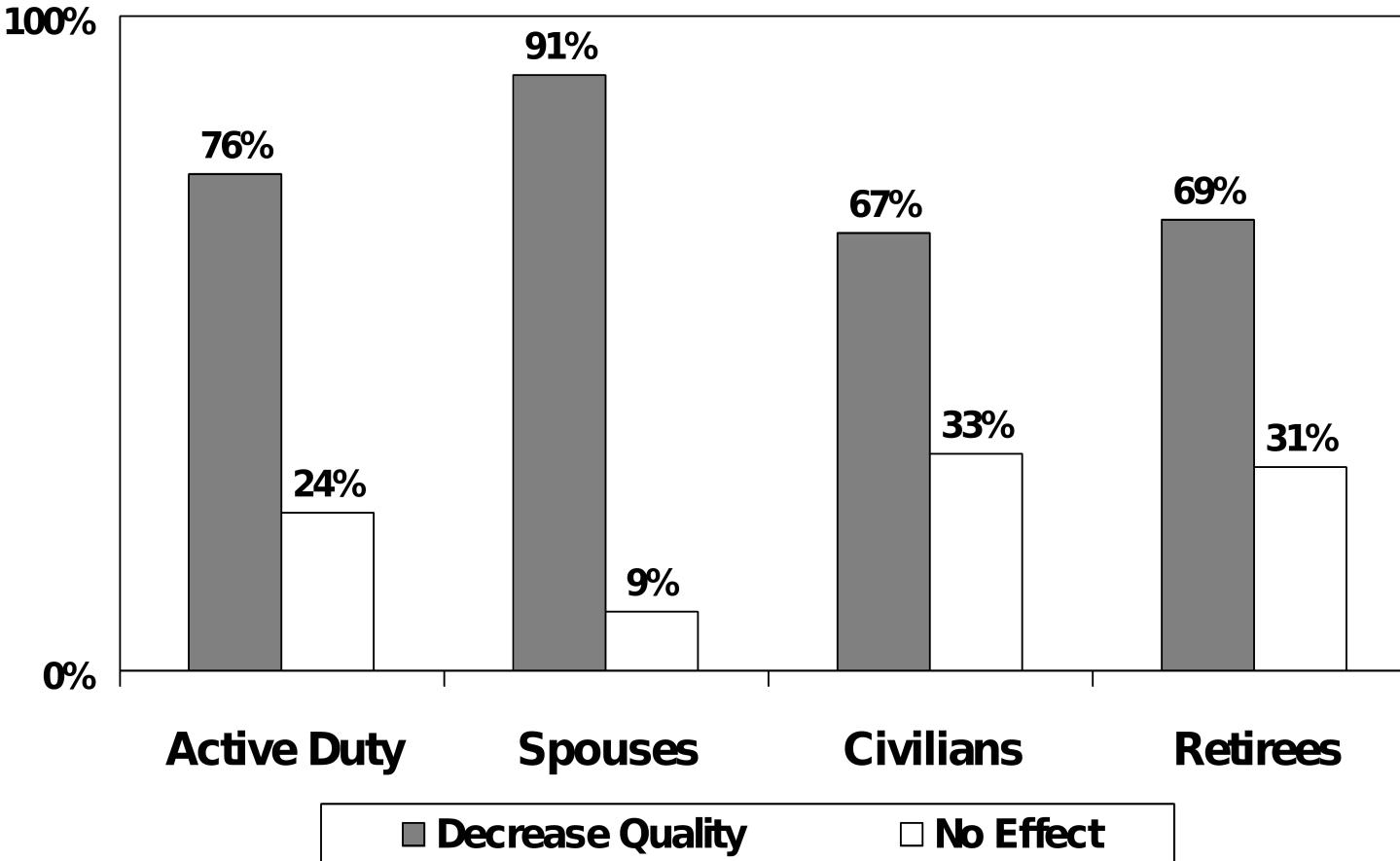
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Irwin



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Irwin



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Irwin

## Top 7 Activities/Programs

Fitness Center/Gymnasium	69%
Child Development Center	60%
Army Lodging	59%
Library	57%
Swimming Pool	57%
Youth Center	48%
School Age Services	48%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Golf Course Pro Shop	69%
Golf Course Food & Beverage	60%
RV Park	56%
Cabins & Campgrounds	56%
Golf Course	55%
Marina	53%
Bowling Pro Shop	52%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Fort Irwin

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	12%	19%	25%	27%	18%
E-mail	23%	23%	29%	<b>40%</b>	25%
Friends and neighbors	<b>32%</b>	<b>54%</b>	18%	13%	<b>31%</b>
Family Readiness Groups (FRGs)	10%	31%	5%	7%	12%
Bulletin boards on post	<b>32%</b>	34%	20%	20%	28%
Post newspaper	<b>31%</b>	<b>72%</b>	<b>50%</b>	<b>40%</b>	<b>45%</b>
MWR publications	16%	39%	<b>46%</b>	33%	30%
Radio	11%	9%	23%	13%	15%
Television	2%	4%	5%	13%	4%
My child(ren) let(s) me know	3%	14%	4%	13%	5%
Other unit members or co-workers	30%	16%	27%	7%	26%
Unit or post commander or supervisor	21%	9%	7%	7%	14%
Marquees/billboards	7%	16%	13%	27%	11%
Flyers	27%	<b>41%</b>	<b>41%</b>	<b>53%</b>	<b>34%</b>
Other	10%	8%	16%	13%	12%
I never hear anything	18%	5%	13%	7%	14%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Fort Irwin

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	70%	84%
Better Opportunities for Single Soldiers	43%	N/A
Army Community Service	43%	65%
MWR Programs and Services	64%	86%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Irwin

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	55%	61%	39%
Outreach programs	56%	51%	49%
Family Readiness Groups	67%	64%	36%
Relocation Readiness Program	62%	70%	30%
Family Advocacy Program	62%	59%	41%
Crisis intervention	51%	55%	45%
Money management classes, budgeting assistance	63%	65%	35%
Financial counseling, including tax assistance	64%	66%	34%
Consumer information	46%	54%	46%
Employment Readiness Program	52%	55%	45%
Foster child care	41%	51%	49%
Exceptional Family Member Program	61%	62%	38%
Army Family Team Building	59%	58%	42%
Army Family Action Plan	50%	53%	47%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Irwin

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	55%	97%	3%
Outreach programs	63%	93%	7%
Family Readiness Groups	81%	88%	12%
Relocation Readiness Program	77%	90%	10%
Family Advocacy Program	75%	88%	12%
Crisis intervention	52%	78%	22%
Money management classes, budgeting assistance	67%	90%	10%
Financial counseling, including tax assistance	68%	95%	5%
Consumer information	31%	85%	15%
Employment Readiness Program	67%	77%	23%
Foster child care	23%	40%	60%
Exceptional Family Member Program	76%	85%	15%
Army Family Team Building	65%	92%	8%
Army Family Action Plan	47%	87%	13%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Irwin

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	41%	58%
Personal job performance/readiness	43%	51%
Unit cohesion and teamwork	40%	61%
Unit readiness	41%	65%
Relationship with my spouse	41%	42%
Relationship with my children	38%	44%
My family's adjustment to Army life	44%	52%
Family preparedness for deployments	45%	62%
Ability to manage my finances	39%	48%
Feeling that I am part of the military community	38%	57%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Irwin

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	73%	84%
Helps minimize lost duty/work time due to lack of child care/youth services	71%	85%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	62%	61%
Allows me to work outside my home	55%	81%
Allows me to work at home	43%	68%
Offers me an employment opportunity within the CYS program	53%	67%
Allows me/my spouse to better concentrate on my/our job(s)	65%	76%
Provides positive growth and development opportunities for my children	69%	90%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Irwin

## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	47%
Personal job performance/readiness	48%
Unit cohesion and teamwork	46%
Unit readiness	41%
Ability to manage my finances	43%
Feeling that I am part of the military community	46%
Relationship with my children (single parents)	46%
My family's adjustment to Army life (single parents)	42%
Family preparedness for deployments (single parents)	44%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Irwin

## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	52%
Internet access/applications (home)	47%
Entertaining guests at home	46%
Going to movie theaters	43%
Special family events	35%
Walking	33%
Night clubs/lounges	31%
Automotive detailing/washing	31%
Going to beaches/lakes	31%
Cardiovascular equipment	30%

## Top 5 for Spouses of Active Duty

Entertaining guests at home	75%
Internet access/applications (home)	70%
Special family events	59%
Going to movie theaters	58%
Watching TV, videotapes, and DVDs	49%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	70%
Going to movie theaters	55%
Entertaining guests at home	51%
Walking	42%
Internet access/applications (home)	42%

## Top 5 for Active Duty

Watching TV, videotapes, and DVDs	44%
Internet access/applications (home)	40%
Going to movie theaters	32%
Weight/strength training	30%
Entertaining guests at home	30%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	30%
Internet access/applications (home)	30%
Fishing	27%
Automotive detailing/washing	27%
Multimedia (videos, DVDs, CDs)	27%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Irwin

<b>Team Sports</b>	
Softball	15%
Basketball	13%
Touch/flag football	12%
Soccer	10%
Self-directed sports tournaments	9%

<b>Sports and Fitness</b>	
Walking	33%
Cardiovascular equipment	30%
Bowling	30%
Running/jogging	29%
Weight/strength training	28%

<b>Outdoor Recreation</b>	
Going to beaches/lakes	31%
Picnicking	17%
Camping/hiking/backpacking	16%
Bicycle riding/mountain biking	15%
Fishing	11%

<b>Entertainment</b>	
Going to movie theaters	43%
Festivals/events	28%
Attending sports events	22%
Card/table games	21%
Plays/shows/concerts	20%

<b>Social</b>	
Entertaining guests at home	46%
Special family events	35%
Night clubs/lounges	31%
Dancing	28%
Happy hour/social hour	23%

<b>Special Interests</b>	
Internet access/applications (home)	47%
Automotive detailing/washing	31%
Automotive maintenance & repair	27%
Digital photography	25%
Computer games	21%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Fort Irwin

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Watching TV, videotapes, and DVDs	30%	22%	52%
Reading	29%	N/A	29%
Entertaining guests at home	28%	18%	46%
Multimedia (videos, DVDs, CDs)	24%	N/A	24%
Cardiovascular equipment	24%	7%	30%
Walking	23%	9%	33%
Weight/strength training	22%	6%	28%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

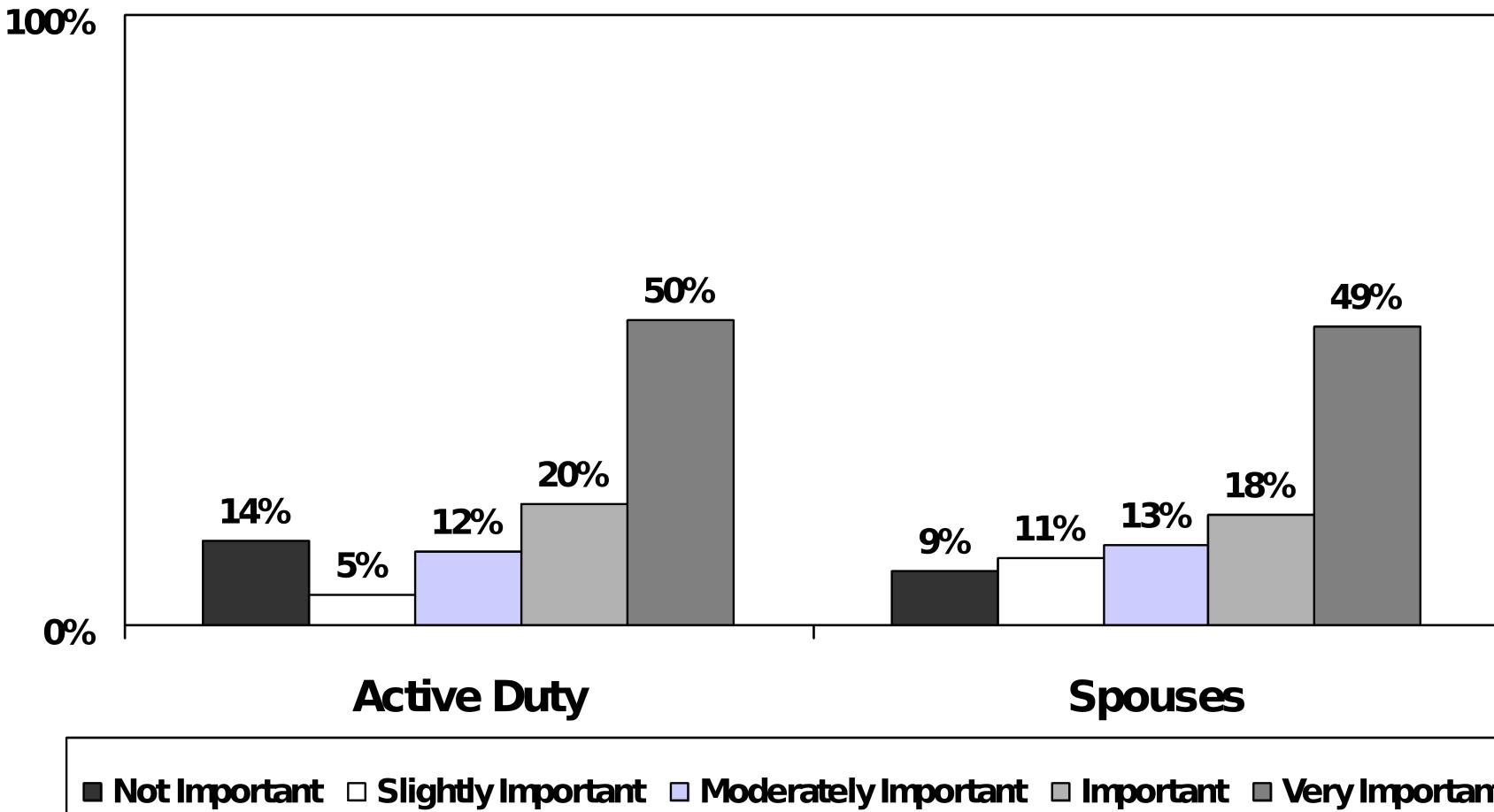
Fort Irwin

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	9%	3%	35%	47%
Automotive detailing/washing	14%	6%	11%	31%
Automotive maintenance & repair	13%	8%	6%	27%
Digital photography	4%	5%	16%	25%
Computer games	3%	2%	15%	21%
Trips/touring	2%	18%	0%	20%
Gardening	3%	1%	13%	17%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

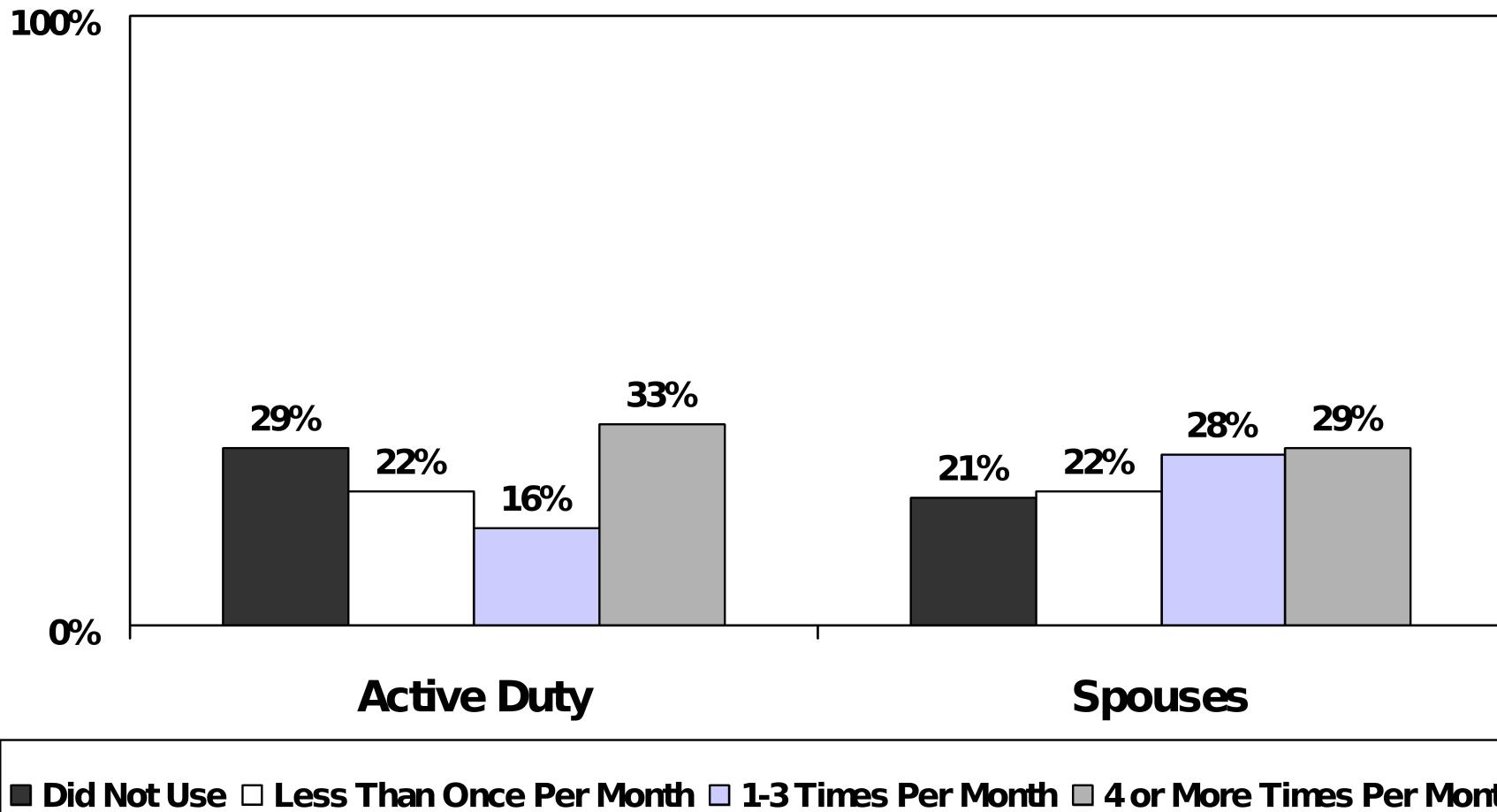
Fort Irwin



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

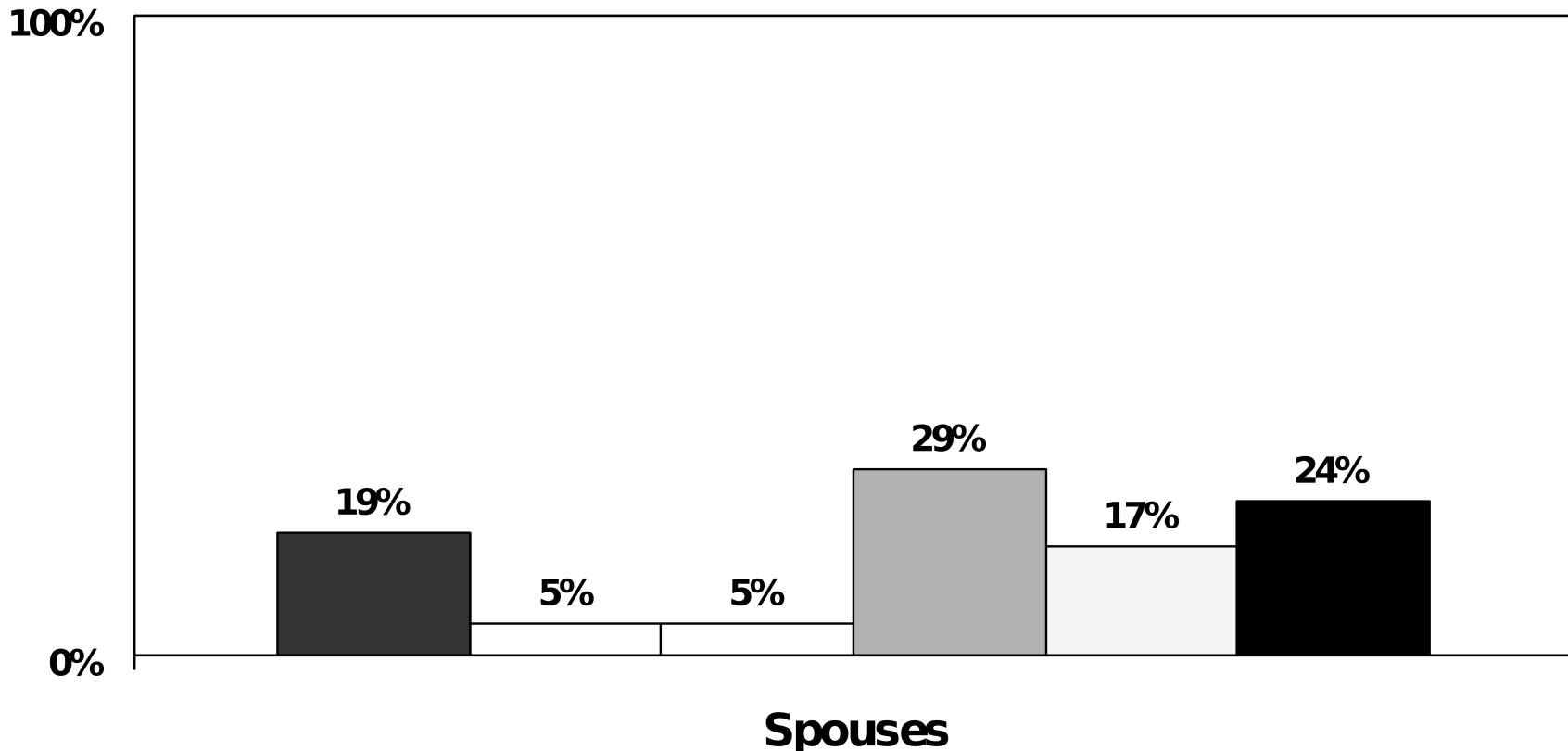
## INSTALLATION

Fort Irwin



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Irwin



■ Did Not Use □ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Irwin

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	26%
Probably will not make military a career	14%
Undecided	26%
Probably will make military a career	15%
Definitely will make military a career	18%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	12%
Not Sure	15%
Yes	73%

# NEXT STEPS

Fort Irwin

## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)